

**Workforce Investment Act Funds SFP
Proposal Package Instructions
Category 1 Growth Industries – High Wage, High Skill Job Training**

Category Summary

One of the primary goals of this category is to connect workforce investment resources to those industries that are expected to play a major role in the expansion of a local/regional economy and where current skill shortages are hampering business growth. Key to identifying this demand-driven strategy is labor market and economic data that identifies those industries that are projected to grow, have a high demand for workers, and offer high paying occupations. The CWIB's Business and Industry Special Committee has developed the following criteria for focusing the Growth Industry category. The applied criteria will ensure the development of training programs to upgrade worker skills in demand and high wage occupations of the targeted growth industry:

High Growth Criteria (Applicants must demonstrate at least one of the following criteria)

- **Number of jobs in the local/regional economy** - Industry growth is demonstrated by increases in employment that are historical and are projected to continue in the future. Growth may also be demonstrated for an industry or industry sector where expansion is contained due to unmet occupational demands.
- **New or emerging industry that is expected to grow** - Industry growth is demonstrated by documenting the shortage of workers with the necessary skills to meet the new or emerging industry's need. Additionally, economic forecasts expect the industry to continue to expand and impact the local economy.
- **Impact on job growth in other industries** - Job growth in other industries is demonstrated by labor market information data that identifies how growth in one industry will result in growth in another industry.

High Wage Criteria

The average wage in the targeted industry is at least the median for the region/local area and is either

- Higher than the region's average wage for new employees entering the industry, or
- Prevailing wage for incumbent workers advancing within the industry.

To compete, all proposals must respond to each section below. Forms can be downloaded by clicking on the available links below.

1. Cover/Signature Page (Includes Proposal Summary)

The purpose of the [Cover/Signature page](#) is to provide applicant contact information, the amount of funding requested, the proposal summary and an authorized representative's signature. All sections of the Cover/Signature Page must be completed. The proposal summary must be limited to 100 words.

2. Proposal Narrative (Maximum 100 points plus possible 6 bonus points)

The [Proposal Narrative Category 1](#) contains eight sections as detailed below. Each section will be reviewed and scored individually. The Proposal Narrative is limited to 20 pages.

Section I - Statement of Need (Maximum 10 points)

Describe the geographical area the project will target and the economic and workforce conditions in the area. Describe the growth industry sector(s) and/or cluster(s) the proposed project will target and how it will play a major role in the growth and stability of the local/regional economy.

Using Labor Market Information (LMI) data, describe how the targeted industry meets one or more of the high growth criteria identified in the category summary. This information may be obtained from the Employment Development Department's LMI Web site (see Appendix D). Other local labor market data, such as local surveys or studies, may be used. Supporting data and source information must be provided.

Describe the needs of the growth industry that will be addressed by the project. Explain why the need cannot be addressed with existing resources through the local or regional service delivery infrastructure.

Section II - Target Group (Maximum 10 points)

Describe the characteristics of the target population that will be served by this project including barriers and basic and occupational skill needs. Explain how the target group was identified.

Complete and attach the [Target Group Planning Chart](#) (SFP Form 1). In Section A, specifically identify the types and number of individuals that will be served such as incumbent workers, new job entrants, youth, adult, etc.

Explain how the target population will be able to transition to the growth industry and high wage occupations identified for this proposal.

Section III - Planned Approach (Maximum 25 points)

Identify the outreach and recruitment methods that will be used to contact and recruit participants.

Describe the service process that will be used to achieve the planned goals and objectives and how the proposed project will place workers in high wage jobs or career paths. Include a service process flowchart. Describe the specific types of services and training that will enable participants to attain, retain or advance in the targeted growth industry and high wage occupations. Identify who will be providing the services/training.

Provide the range of wages you expect individuals to receive in the targeted industry. Using LMI data demonstrate how the wages meet the high wage criteria identified in the category summary.

Describe the high wage occupations and the worker skills needed by the targeted high growth industry. Provide information on how they were established including any involvement of the industry or employers. Describe how your service plan mix will meet the needs of the industry targeted.

Describe how your service plan will be able to achieve the goals and objectives of the project in a timely manner. Complete and attach the [Proposal Work Plan](#) (SFP Form 2) that includes objectives/activities and timelines. The following are some examples of objectives/activities that may be included:

Objectives/Activities	Estimated Dates
Project Staff Hired	December 2006
Recruitment of participants begins	December 2006
Participant assessments and enrollments begin	January 2007
Partner MOUs/agreements are finalized	January 2007

Section IV - Goal and Objectives (Maximum 10 points)

Complete the Enrollment and Cost Matrix as follows:

- Part 1 - Participant Information. Enter the total number of planned enrollments and entered employments. Enter the number of participants that are planned to retain unsubsidized employment for 6 months after placement and how many participants will receive training.
- Part 2 - Cost Information. Enter cost information in column (B) using only the amount of funds requested in this proposal. In column (C) provide the costs using all resources available to the project, including the grant funds requested. Enter the cost per participant, per entered employment, per retained employment and per trainee for each column.

Complete the Performance Goals Matrix for the applicable target population that the proposal will serve. A proposal may serve only adults or only youth or a combination of both. If the planned proposal goals are different than the State performance goals, provide an explanation. The State performance goals are listed in Section 8 D of this SFP.

Complete Section B of the [Target Group Planning Chart](#) (SFP Form 1) summarizing your planned outcomes/benefits for each target group identified. Provide a brief description on the chart of the expected outcomes/benefits that are relevant to the success or impact of the project. A target group may have more than one outcome. Outcomes/benefits can be described in terms of skills attained; degrees, licenses or certificates attained; wage gains; entered employments, etc. Outcomes/benefits must be clearly described, relevant to the

project, reasonable and measurable. In Section IV of the Narrative describe how the outcomes/benefits will be measured and provide any further clarification to demonstrate their effectiveness.

Section V - Local Collaboration (Maximum 15 points)

Creating effective partnerships is a key element of any workforce development system and is an essential component of this SFP. Applicants are strongly encouraged to cooperate with local partners and where feasible consider submitting unified proposals. It is the intent that, to the greatest extent possible, local partnerships be formed for this project between Local Workforce Investment Boards, state/local agencies that serve the targeted groups, advocacy groups, faith-based and community based organizations, training providers, business and economic development groups. Applicants must demonstrate that a high level of coordination already exists or that linkages are in the process of being established.

The criteria in this section are divided into two parts depending on who is applying. If the Local Workforce Investment Area Administrative entity (LWIA) is the applicant, they must address criteria in part A. If the applicant is not a LWIA, they must address criteria in part B.

Part A - LWIAs only:

Describe how the LWIA has successfully formed effective partnerships with local community based organizations, employers, education and others. Provide descriptions of any formal or informal agreements that exist with the partners. Demonstrate how these organizations will complement the services provided by the LWIA under this proposal. Complete and attach the [Partner Roles and Responsibilities Chart](#) (SFP Form 3) identifying the local partnerships that will be used to coordinate and provide services under this proposal. Describe each partner's roles and responsibilities.

Part B - Non-LWIAs only:

Describe how your organization has successfully established linkages with the LWIA. Include any actions you have taken to collaborate with the LWIA and any formal or informal agreements that are in place. Describe the roles and responsibilities that the LWIA will perform in conjunction with this proposal. A listing of the LWIAs is available on the EDD Web site at www.edd.ca.gov/wiarep/wialoc.htm. Complete and attach the [Partner Roles and Responsibilities Chart](#) (SFP Form 3) identifying the other local partnerships (excluding the LWIA described above). Include local community based organizations, employers, education and others that will be used to coordinate and provide services under this proposal. Describe each partner's roles and responsibilities.

Section VI – Resource Utilization (Maximum 10 points plus up to 6 bonus points)

Projects that can demonstrate a non-WIA cash and/or in-kind match of 20 to 30 percent will be rewarded 3 bonus points. Match greater than 30 percent will be rewarded 6 bonus points. (See SFP Section 5 C. Non-WIA cash and/or In-kind match for further details).

Complete the Resource Utilization chart in the Proposal Narrative identifying the name of the provider, a description of the fund source, the type of resource, and the amount. All cash/in-kind match must be documented with a letter of commitment verifying the match and be included as an attachment to the proposal. The commitment letter must contain a contact person and telephone number. Check the applicable box for each match resource that is documented with a commitment letter. Provide any further explanation in the space provided in the narrative.

Enter the cumulative plan for utilizing the match funds on the Resource Utilization Chart. Match funds will be subject to the reporting requirements contained in WIA Directive WIAD06-4, Quarterly and Monthly Financial Reporting Requirements.

It is the intent of this SFP to fund projects that ensure the non-duplication of services and the sustainability of the proposed activities once funding under this grant ceases. Describe how each provider identified in the Resource Utilization Chart will contribute to the goals of the project, ensure non-duplication of services and provide future sustainability.

Describe any direct grants you have received within the past four years from the Department of Labor or through a State WIA 15 Percent grant. Describe any connection those grants will have with this proposal.

Section VII - Statement of Capabilities (Maximum 10 points)

Describe the organization's capability to conduct and administer a federally funded project including your ability to collect and report financial and participant performance data as required. Provide examples of past or present experience in managing projects similar to this proposal. Describe your organization's infrastructure including proposed staffing for this project that demonstrates your ability to achieve the project goals.

Section VIII. - Budget Summary Narrative and Plan (Maximum 10 Points)

Complete and attach the [Budget Summary Plan](#) (SFP Form 4) that details the specific line item costs of the proposal. Costs must be necessary, reasonable and allowable in accordance with WIA and the applicable Directives and OMB circulars. Column A must contain the requested WIA 15 Percent funds. Under column B, enter the non-WIA cash and/or in-kind match resources identified in proposal narrative Section VI. 1, Resource Utilization Chart. Column C is the sum of columns A and B.

In Section VIII of the narrative, provide a detailed justification for all line items contained in the Budget Summary Plan. For example, narrative for the line item Staff Salaries should include a description of the staff and the percent of salary charged to the project. Explanations should include how the proposed costs are necessary and reasonable in terms of benefits to participants.

If applicants plan to purchase equipment that has a unit cost of \$5,000 or more and a useful life of more than one year, you must complete the [Supplemental Budget Form](#) (SFP Form 5), Section I. Equipment. All equipment with a unit cost of \$5,000 or more will be subject to prior approval by EDD and will be negotiated in conjunction with contract completion with successful applicants. EDD has defined the equipment purchase

procedures in WIA Directive WIAD03-9. Due to the short-term nature of these projects, applicants are encouraged to lease or rent high cost equipment.

If applicants plan to budget contractual services, you must complete the [Supplemental Budget Form](#) (SFP Form 5) Section II. Contractual Services.

3. Expenditure and Participant Plan

Applicants must complete and attach the [Expenditure and Participant Plan](#) (SFP Form 6). Enter planned cumulative expenditures for each period ending date specified in Section I A. WIA 15 Percent Expenditure Plan. If funding is awarded, monthly expenditure and participant plans will be required.

Enter the total planned enrollments for each period end date specified in Section II. A of the Participant Plan. This participant plan is the cumulative number of individuals that will be enrolled and receive services under this proposal. Enter the number of participants that will receive core/intensive services, training, follow-up after entered employment and follow-up after exit on lines B1 through 4. Since participants can receive multiple services, lines B1 through B4 will not sum to line A. See Appendix B. WIA Allowable Activities for a definition of the WIA services.

Each proposal should include follow-up services for participants after they are placed in unsubsidized employment and after they have exited from the project. The follow-up is intended to support the client in retaining employment and continuing to improve their employment success after exit. The final follow-up design will be negotiated with each successful applicant during contract negotiations.

Section II. C. Planned Results collects cumulative planned participant data for those exiting the program. Enter the total planned participants exiting for each quarter end date specified on line C1. On lines C1.a enter the total participants that will be placed in unsubsidized employment. On line (1), enter the number of participants placed in unsubsidized employment that received training. Line C1.b Employability Enhancements is defined as those participants that either entered military service, entered a qualified apprenticeship program, entered advanced training, attained a recognized certificate/diploma/degree, attained a high school diploma/GED or returned to secondary school (youth only). Line C1.c Other Exits are participants that exited for reasons other than entered unsubsidized employment and employability enhancements.